



# COUNTY OF LOS ANGELES

## FIRE DEPARTMENT

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P. MICHAEL FREEMAN  
FIRE CHIEF  
FORESTER & FIRE WARDEN

May 22, 2009

TO: EACH SUPERVISOR

FROM: P. MICHAEL FREEMAN 

### **READY! SET! GO! - WILDFIRE EDUCATION CAMPAIGN**

I would like to give you advance notification that our Department is preparing to launch *Ready! Set! Go!*, a major, multi-year public education campaign to help residents living in Los Angeles County's wildfire areas become better prepared to protect their lives and properties in the event of a wildfire.

This new program is a collaborative effort of all Southern California fire chiefs in response to the devastating wildfires throughout our region over the past several years. The cornerstone of the campaign is a 12-page Personal Wildfire Action Plan to teach residents how to create defensible space and make their homes more fire-resistant. It also promotes the idea of leaving their neighborhood early as the fire approaches by not waiting for an official evacuation order.

Other campaign materials include a 60-second public service announcement, website, and an educational video. To help alert the over 38,000 homeowners living in the wildfire areas of the County, we are also mailing a postcard to help direct them to our website to download the Plan. An ongoing media campaign will educate homeowners about specific ways to prepare their homes and themselves for a wind-driven fire.

Once these materials are finalized, we will be happy to forward copies to your staff so that we may coordinate upcoming community-based events and other campaign activities.

If you have any questions, please contact me.

PMF:kh

c: Sharon Harper  
Vicky Santana  
Randi Tahara  
Joseph Charney  
Rick Velasquez  
Sussy Nemer

#### SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

AGOURA HILLS  
ARTESIA  
AZUSA  
BALDWIN PARK  
BELL  
BELL GARDENS  
BELLFLOWER  
BRADBURY

CALABASAS  
CARSON  
CERRITOS  
CLAREMONT  
COMMERCE  
COVINA  
CUDAHY

DIAMOND BAR  
DUARTE  
EL MONTE  
GARDENA  
GLENNDORA  
HAWAIIAN GARDENS  
HAWTHORNE

HIDDEN HILLS  
HUNTINGTON PARK  
INDUSTRY  
INGLEWOOD  
IRVINDALE  
LA CANADA FLINTRIDGE  
LA HABRA

LA MIRADA  
LA PUENTE  
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LAWNDALE  
LOMITA  
LYNWOOD

MALIBU  
MAYWOOD  
NORWALK  
PALMDALE  
PALOS VERDES ESTATES  
PARAMOUNT  
PICO RIVERA

POMONA  
RANCHO PALOS VERDES  
ROLLING HILLS  
ROLLING HILLS ESTATES  
ROSEMEAD  
SAN DIMAS  
SANTA CLARITA

SIGNAL HILL  
SOUTH EL MONTE  
SOUTH GATE  
TEMPLE CITY  
WALNUT  
WEST HOLLYWOOD  
WESTLAKE VILLAGE  
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